

INFORMA RESTRICTED

COUNTRY Argentina
SUBJECT Advertising "Solicited" by
Newspaper Democracia

DATE DISTR. 12 APRIL 1948

NO. OF PAGES 1

PLACE
ACQUIRED
25X1C
DATE
ACQUIRED

NO. OF ENCLS.
(LISTED BELOW)

SUPPLEMENT TO 25X1A
REPORT NO.

1. Early in February 1948 Manlio Olivari, director of the newspaper Democracia, which is controlled by Sra de Peron, told members of the Argentine meat-packing industry that they were expected to take \$100 thousand worth of advertising in the paper each month for three years. He presented contracts calling for monthly advance payments from the companies, whether or not they used the space. The contracts were renewable by mutual agreement.
2. Meat packers finally agreed to buy the advertising, but refused to sign the contracts. Olivari accepted this agreement without a contract, but forced the packers to pay for one year's advertising in advance.
3. The share of the total advertising to be carried by each packer was decided on the basis of his dues to the Centro, or meat-packers' trade association. These dues originally were based on slaughtering records.

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